



Geographical Indication Product Database - Step 1-

Eplejuice frå Hardanger

SOURCE :

Author :

Institution : SIFO

Date : Sept.2006

DESCRIPTION :

1. **NAME OF PRODUCT :** *Eplejuice frå Hardanger - Apple Juice from Hardanger*¹

2. **COUNTRY AND REGION IN THE COUNTRY:** Norway – Hardanger region (western Norway)

3. **TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)**

Apple juice

4. **DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production, main differences with the substitutes) :**

Eplejuice frå Hardanger is fresh pressed juice from the current year's crop of Hardanger grown apples. "Eplejuice frå Hardanger" should be clear light yellow and have a slightly acidic, aromatic apple taste.

Growing and pressing apples for "Eplejuice frå Hardanger" is limited to Hardanger, which includes the municipalities of Jondal, Kvam, Granvin, Ulvik, Eidfjord, Ullensvang and Odda.

5. **LINK WITH THE GEOGRAPHICAL AREA (tradition, know how, reputation, soil, climate, etc.):**

"Eplejuice frå Hardanger" is produced from the current season's Hardanger grown apples, supplied from fruit depots in Hardanger.

In Hardanger the tradition of pressing apples to extract juice can be documented back to the late 1700s. In 1818 Dean Niels Hertzberg wrote of Hardanger farmer Knut Jåstad (born 1744) "he taught his fellow villagers to make use of the juice from the wild forest apples. He made presses with solid iron screws for this purpose and sold the juice in Bergen". It can be assumed that people in the district were already familiar with pressing apples for juice. During the 1890-1920 period there were several factories in Hardanger that sold large quantities of apple cider and apple juice, including Cideriet og Aga Cideri og Saft.

"Eplejuice frå Hardanger" is characterised by its slightly acidic, aromatic apple taste, which is the result of the mix of apples used, the special qualities of Hardanger grown apples and long traditions and knowledge about apple juice production in the Hardanger region.

Apples grown in Hardanger have a fresh acidic taste due to the unique growing conditions provided by the climate and nature in Hardanger. Because the area lies at 60 °N the Hardanger climate is chilly, with long daylight hours during the growing season. A cool climate produces apples with a high fruit acid content (0.5-1.0 %), much of which is vitamin C. At the same time long, warm, summer days ensure high sugar content (11-13 %). Cool autumn nights further increase the acid and sugar content of the apples prior to harvest. A good balance between acid and sugar content characterises Hardanger grown apples.

The Hardanger region has long traditions for pressing apples to apple juice. The production of "Eplejuice frå Hardanger" is built on knowledge and experience of the processes that give the best aroma, taste and product yield.

¹ This information concerning Eplejuice frå Hardanger is mainly in accordance to the Regulation for the Protection of the Product Designation "Eplejuice frå Hardanger" as a Protected Geographical Indication. (<http://www lovdata.no/ltavd1/filer/sf-20051122-1468.html>) and (<http://www.eftasurv.int/fieldsofwork/fieldgoods/tbt/dtr/dtrlists/dtrlist2005/059028n/draftregulation-eplejuicefrhardanger.doc>).



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6. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, market structure..):

Eplejuice frå Hardanger is made from mature apples of pressing quality chosen from Hardanger fruit depots. Apple cultivars used are: Gravenstein, Summer Red, Aroma and Discovery. The mix of apples varies seasonally.

When the apples arrive at the juice mill, a log identifying the time of arrival, name of producer, weight and bin number for storage must be kept. In the grading process small apples, decayed apples and lots with a Brix degree < 10% are discarded. Apples used in the production of “Eplejuice frå Hardanger” must be stored in separate bins. Maximum storage time is 20 hours.

Before crushing, bad apples are discarded, and a high pressure washing system is used to sanitise the fruit. Firm apples should be crushed into small particles. This mash is then heated to 22-24 °C before being conveyed to a holding tank where it is stored for 2 hours, or until the top layer cracks. Pectinase is added to the mash before pressing to increase yields.

To prevent fermentation the juice is pasteurised after pressing at a minimum of 87 °C for 15 seconds, before being conveyed to a storage tank where more pectinase as well as amylase are added. The apple juice is stored at 20-22 °C for approx. 6 hours.

The apple juice is fined by stirring in bentonite-clay and gelatin for approx. 30 minutes, until the juice is clear. Following fining, the apple juice is siphoned and re-pasteurised at 87 °C for 15 seconds, chilled to approx. 12 °C and then transferred to storage tanks. The juice must be sent to the bottling facility within 6 hours. The temperature of the juice during transportation must not exceed 12 °C.

At the bottling facility the juice is pasteurised at 85 °C for 30 seconds, before being chilled. The juice must be tapped into cartons on the same day and moved to refrigerated storage for distribution.

The Brix number and microorganism content of the juice must be monitored upon arrival at the bottling facility, during tapping and on the expiry date.

More than 300 apple growers

7. MARKET AND REPUTATION (size, price premium, attractiveness, growth) :

About 300000-400000 litres annually

8. APPLICANT / HOLDER (IF ANY) :

Fellesjuice AS (a subsidiary of the Tine Group / The Norwegian Dairy Cooperative)



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RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

PGI accepted in December 2005.

CATEGORY :

.Origin Product

x GI product

x Recognized GI